

Sr. No. of Question Paper: 4362

Your Roll No.....

Unique Paper Code : 52413613

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Name of the Paper : Advertising, Personal Selling
and Salesmanship

Name of the Course : **B.Com.(P)**

Semester : VI

Duration: 3 Hours

Maximum Marks: 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt **all** questions.
3. Each question carries **15** marks.
4. Answers may be written either in English or Hindi; but the same medium should be used throughout the paper.

1.What is advertising? Discuss the objectives of advertising.

Or

Critically examine DAGMAR approach in setting advertising objectives.

2. What is meant by selectivity with regard to purchase of advertising media? Discuss the various ways magazines offer selectivity to advertisers ▪

Or

Discuss the important methods of setting advertising budget.

3. What are the various post-testing techniques available to a marketing manager to test the effectiveness of the advertisement?

Or

What is an advertising agency? Explain the organization structure and working of an advertising agency.

4. What is personal selling? Explain its nature and significance.

Or

Explain various types of salespersons giving examples.

5. Write short note on any three of the following:

(a) Role of ASCI

(b) AIDA MODEL

(c) Advertising Copy

(d) Buying-Formula theory of Selling

(e) Sales Manual